

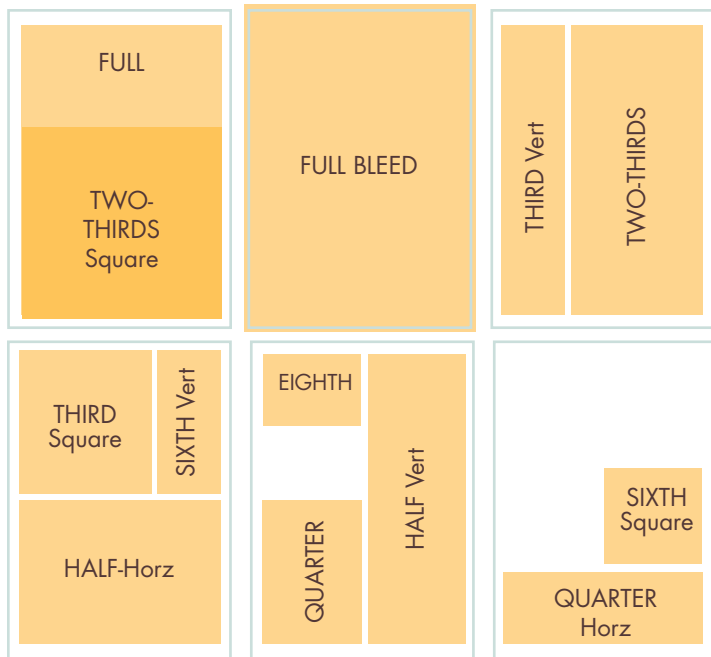


MASON-DIXON ARRIVE

LOCAL COMMUNITY MAGAZINES

2011 AD SPECS, SIZES & DEADLINES

AD SIZES



AD MATERIALS

SEND TO: art@mdarrive.com

In the subject line, put: **AD=Advertiser name, month.**

In message area, include ad size and phone number. To ensure that we have the whole file, send a low-res copy to same address in a separate email.

CREATIVE DESIGN SERVICES

Ad Materials should be provided press-ready, according to REQUIREMENTS above.

First ad designed at no charge, up to 2 proofs.

Additional proofs \$35. Minor changes for new insertion, no charge.

Design Fees

New ads or campaigns, \$75 per hour.

Resize ad for another publication, \$50.

Design ads for other publications, \$75 per ad.

Photographic services, \$75 per hour, including drive time.

REQUIREMENTS

Adobe Acrobat PDF files, print-ready.

Files must be exported with press settings, high-resolution 300 dpi, with all fonts and images embedded. File must not exceed 5 MB of memory. If file exceeds capacity, contact Publisher for FTP site. For color ads, convert all colors to CMYK. No Microsoft Publisher documents. Advertiser agrees to accept additional charges, minimum \$75 per hour, if modification is required.

MAGAZINE ADVERTISING WORKS

Be a part of an editorial environment that builds
READERS, RESPONSE & SHELF-LIFE



AD SPECS

	WIDE		DEEP
TRIM SIZE	7.00	x	10.00
FULL BLEED	7.25	x	10.25

2011 AD SIZES

FULL PAGE	6.25	x	9.0625
TWO-THIRDS Vert	4.00	x	9.0625
TWO-THIRDS Square	6.25	x	6.00
HALF Horz	6.25	x	4.50
HALF Vert	3.0625	x	9.0625
THIRD Square	4.00	x	4.50
THIRD Vert	2.00	x	9.0625
QUARTER Vert	3.0625	x	4.50
QUARTER Horz	6.25	x	2.25
SIXTH Square	3.0625	x	3.00
SIXTH Vert	2.00	x	4.50
EIGHTH Horz	3.0625	x	2.25
MARKETPLACE Size	2.00	x	2.50

DEADLINES

	SPACE	PRINT-READY, NOON
MARCH	Feb 4	Feb 9
APRIL	March 11	March 16
MAY	April 8	April 13
JUNE	May 6	May 11
JULY	June 10	June 15
AUG	July 8	July 13
SEPT	Aug 12	Aug 17
OCT	Sept 9	Sept 14
NOV	Oct 7	Oct 12
DEC	Nov 4	Nov 9
JAN	Dec 9	Dec 14
FEB	Jan 6	Jan 11